

The Media and You

Media coverage of future division operations will have long-term, minimally restrictive access to division elements through coordination with the division's Public Affairs Office.

The embedding process within the division concluded when embedded media representatives left their respective units. Media coverage of our war-fighting experiences and reorganization will, to an extent, continue to shape public perception of the national security environment in which we operate.

Direct unit coordination with media embeds ended when the media representative ended their embed relationship during Operation Iraqi Freedom or on redeployment of the unit. All interviews or requests for interviews with service members and civilian employees at Fort Stewart will be on the record and coordinated through and facilitated by the consolidated installation Public Affairs Office. This includes all requests for speaking engagements and support of community relations events.

Embedded Media

What is a media embed? Media representatives incorporated into your unit for coverage.

Why embed? To tell the Soldier's, the Division's and the Army's story.

Themes

The 3rd Infantry Division (Mechanized) is one of the best-equipped, best manned, and most deployable heavy ground forces in the U.S. military. This Division has a heritage of service to the Nation that is second to none (WWI, WWII, Korea, Liberation of Kuwait, OIF, more than 49 Medal of Honor recipients).

Fort Stewart/Hunter Army Airfield are key projection platform military installations (training area, ports, airfields, roads, interstate access, rail system, large airfields, port of Savannah).

Messages

The 3rd Infantry Division (Mechanized) has recently returned from conducting a successful campaign during Operation Iraqi Freedom (OIF). Our units continue to concentrate on being prepared to deploy and conduct operations anywhere, at any time with short to little notice for deployment and mission execution.

This Division is capable of adapting and changing to provide our Army and the Nation a versatile force that meets the challenges of world security and the war on terror.

3rd Infantry Division units participate in training that maintains our ability to rapidly deploy anywhere in the world.



MEDIA FACILITATION AND MEDIA ESCORT OPERATIONS

DECEMBER 2003

CONSOLIDATED PUBLIC AFFAIRS OFFICE
DSN: 870-8888/6098

REFERENCES: FM 100-6, FM 3-61



Media Facilitation Card

Front



Media interest of the 3rd ID remains high. Previous embed relationships does not preclude proper coordination through the Fort Stewart Consolidated Public Affairs Office.

Dealing with the Media

- Ensure the media has coordinated the interview through the Public Affairs Office.
- Remember: Everything you say is ON THE RECORD.
- Remember OPSEC at all times.
- If your answer is your opinion, state it as such.
- Always tell the truth.
- Stay in your lane. *Talk about your job, your career, your unit.*
- If you don't know the answer, say so. Don't try to dazzle the reporter or lie.
- Watch the acronyms. *Pretend you're telling your family about what you do.*
- Talk to the reporter, not the camera.
- Relax and be yourself.
- Be courteous and expect the same from the media

Releasable Information

The following categories of information are releasable when discussing one's personal wartime experiences:

- Approximate friendly force strength figures.
- Approximate friendly casualty figures. Confirm unit casualties that have been witnessed or already part of public record.
- Size of friendly force participating in an action or operation using approximate terms. Specific force or unit identification may be released when it no longer warrants security protection.
- Information and location of military targets and objectives previously attacked.
- Generic descriptions or origin of air operations such as "land based." Types of Army ordnance expended in general terms.
- Number of aerial combat or reconnaissance missions or sorties flown.
- Type of forces involved in task force operations (e.g., air defense, infantry, armor, Marines).
- Operation code names.
- Service member's names and hometowns with the individual's consent.

Non-releasable Information

The following categories of information are not releasable:

- Specific number of troops, aircraft or equipment in units.
- Information regarding ongoing or future operations or postponed or cancelled operations.
- Coalition technological breakthroughs. If certain operations orders and fragmentary orders were classified during the operation, these must still be considered classified unless otherwise directed.
- Specifics on future divisional reorganization structure.
- Force protection measures at the installation except those visible or readily apparent.
- Photography showing level of security on post.
- Rules of engagement.
- Information on intelligence collection activities, techniques or procedures.
- No photographs showing enemy POWs, nametag or other identifying feature or item.
- Still or video imagery of custody operations or interviews with persons under custody.



Media Facilitation Card

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